China International Import Expo
The biggest global trade and investment Exposition

Venue: National Exhibition and Convention Center (Shanghai)
Hosts: Ministry of Commerce of the People’s Republic of China
       Shanghai Municipal People’s Government
Supporters: World Trade Organization
           United Nations Industrial Development Organization and etc.
Organizers: China International Import Expo Bureau
            National Exhibition and Convention Center (Shanghai) Co., Ltd.
Partner: GIA Trade and Exhibition Centre(The Hague)
The CIIE, the world’s first import-themed national-level exhibition, is a great innovation in the history of international trade. It is a significant move for the Chinese government to hold CIIE to give firm support to trade liberalization and economic globalization and actively open the Chinese market to the world. It facilitates countries and regions all over the world to strengthen economic and trade communication and cooperation, and to accelerate global trade and world economic growth in order to make the world economy more open.

CIIE is a world-class Expo, providing new channels for countries and regions to do business, strengthen cooperation and promote common prosperity of the world economy and trade.
**Highlights**

**Prospective Market of China**
With the world’s largest population, China is the second largest economy, as well as the second largest importer and consumer in the world. Its total imports of goods and services are expected to exceed USD 30 trillion and USD 10 trillion respectively in the next 15 years.

**More Supportive Policies and Measures**
China is earnestly opening its market to other countries, reducing tariffs, facilitating customs clearance, minimizing institutional costs during import, broadening market access and putting related measures into place. In addition, IPR will be strengthened to safeguard exhibitors’ rights and interests.

**Extensive Media Publicity**
Vast media involved to make the event spread widely with more and more prominent achievements, diversified highlights and profound influence via pre-heating reports, mid-concentrated publicity and post-continuous promotion. Meanwhile, exhibitors together with their new products, technologies and services may get concerned from the whole society and industries via media publicity. On the ground of that, these enterprises will get new engines and platforms to expand Chinese market.

**Favorable Advantages of Shanghai**
Shanghai enjoys favorable location advantage, great economic strength, well-developed service industries and the ability to allocate global resources. The container throughput of Shanghai Port has been ranking the first place for eight consecutive years.

**A Platform to Release New Products and Technologies**
The CIIE gathers together the most representative brand enterprises from different industries worldwide, and it is a great platform for exhibits to make their debut and for cutting-edge technologies to show their capabilities.

**Strong Purchase Demand, Numerous Buyers**
Trade delegations from provinces, autonomous regions, municipalities directly under the Central Government, cities specifically designated in the state plan and Xinjiang Production and Construction Group, and central enterprises will invite local or subordinate units, which have purchase demand, to attend the CIIE. The CIIE will also take measures to invite buyers from other countries to the Expo.

**Various Supporting Activities**
The CIIE will hold pre-expo supply-demand matchmaking conferences; guide and support varied organizations to host policy interpretation meetings, seminars, product launches and other supporting activities during the Expo. Therefore, the CIIE can enrich its functions, improve its value and enhance cooperation.
Review of CIIE 2018

$57,830,000,000+
The Cumulative Intended Turnover Reached (Within A Year)

270,000 m²
Scale of Enterprise & Business Exhibition

400,000+
Domestic Buyers

5,000+
Exhibits Made Their Debut in China

151
Countries and Regions Exhibiting

6,200+
Overseas Buyers

300+
New Released Products and Technologies

3,617
Exhibitors

37
Provincial Trade Delegations

370+
Supporting Activities

220+
Exhibitors of Fortune Global 500 Companies and Industrial Leaders

Trade Delegations of Central Enterprises
Trade Delegations of the National Health Commission

4+100
4 Large Comprehensive Service Centers
Nearly 100 Service Counters

400,000+
Domestic Buyers
Review of the First CIIE
Media Focus

The CIIE attracted nearly 700 media outlets from over 70 countries and regions, and a total of more than 4,100 domestic and foreign journalists to report the Expo. The People's Daily, Xinhua News Agency, China Media Group, SMG and other central and local media outlets participated in the Expo, and no less than 300 media including RIA Novosti from foreign countries, and Media from China's Hong Kong and Macao Special Administrative Regions as well as Taiwan actively reported the event. Thanks to their efforts, the world comprehensively understood the grand occasion of the first CIIE from multiple perspectives.

Supporting Activities

The CIIE will play its role in matching supply and demand, while assisting exhibitors and buyers in striking deals before and during the expo. 1,178 exhibitors from 82 countries and regions and 2,462 buyers attended on-site supply-demand matchmaking conference, of which 601 and 657 pairs of them agreed to make field visits and struck intentional deals respectively. During the Expo, around 370 supporting activities focused on releases of authoritative policies, analyses on international economic and trading situation, product launches, signing ceremonies and demand releases.
1 Hall  Sci-tech Life
Smart Homes, Smart Home Appliances, Appliances, Service Robots, Online Entertainment, Wearable Devices, Digital Video and Audio, HD Displays, Sports Technology, etc.

2 Hall  Automobile
High-end Big Brand Cars, New Energy Technologies and Products, Auto Design And New-concept Products, Intelligent Driving Vehicles and Technologies, Auto Parts and Components, Auto Accessories, Auto Measuring, Testing and Diagnostic Equipment, Auto Repair and Maintenance Equipment and Supplies, RV, etc.

3 Hall  Outdoor
3 Hall (High-End Equipment): Materials Processing and Molding Equipment, Aerospace Equipment, Energy Technology Equipment, Transportation Equipment, etc.

4.1 Hall  Equipment
4.1 Hall (Intelligent Manufacturing & Solutions): Automation, Industrial Robots, Comprehensive Solutions, Integrated Circuit Chips, etc.
Outdoor: Engineering Machinery, Agricultural Machinery, Construction Machinery, Building Materials Machinery, Mining Machinery, All-terrain Engineering Vehicles, Special-purpose Vehicles and Supporting Services, etc.

5.1 Hall  Medical Equipment & Health Care Products
Medical Equipment and Devices, Pharmaceuticals, Health and Health Care Products, Traditional Medical Products, Medical Cosmetics, Senior Care and Rehabilitation Services, Pharmaceutical Machinery and Equipment, Scientific Instruments, Equipment and Related Services, Medical Device Design and Software, Medical Services, etc.

6.1 Hall  Quality Life

7.1 Hall  Trade in Services
Financial Services, Logistics Services, Cultural Services, Education Services, Tourism Services, Comprehensive Services, etc.

8.1 Hall  Food and Agricultural Products
Fruits and Vegetables, Meat, Seafood, Beverage and Liquor, Dairy Products, Snack Foods, Condiments, Sweets, Agricultural Products, Synthetic Foods, etc.
Booth Rates of Enterprise & Business Exhibition

**Indoor Booth Rates**

Raw Space: USD 300 /m² or CNY 2,000 /m²  
(minimum 36 m²)

Standard Booth: USD 3,000 /9 m² or CNY 20,000 /9 m²

**Outdoor Booth Rates**

Raw Space: USD 200 /m² or CNY 1,300 /m²  
(minimum 36 m²)

Registration Deadline March 30, 2019, Deadline to complete application: April 30, 2019
National Exhibition and Convention Center (Shanghai) is the world’s largest single block building and exhibition complex at NECC (Shanghai) include exhibition halls, the commercial plaza, office buildings and a hotel. These four facilities are linked together by an 8-meter-high elevated Exhibition Boulevard so that people can easily traverse these functional areas.

NECC (Shanghai) has a total area of 500,000 m², including 400,000 m² indoor exhibition halls and 100,000 m² outdoor area. The venue contains sufficient conference space, which meets the demand of variety of events and activities. 1.5 km away from Hongqiao Transportation Hub, NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city’s metro line. Because of the convenient national expressway network, the major cities in the Yangtze River Delta region are easily reachable within 2 hours.
International programs:

1. Roadshow from Dutch Delegation;
2. Exhibitor-Businessman Supply-Demand Matchmaking Conference from China Bank;
3. Global trading and international logistic conference;
4. Digital Economy International Corporation Forum from Ministry of Industry and Information Technology;
5. The belt and road agricultural & FB safety forum from state market regulatory administration;
6. Top 500 Enterprises Dialogue;
7. International Product design Summit;
8. Creative & Quality of Life Forum
9. International E-commerce & Internet forum;
10. International High-tech & Innovation corporation forum;
11. Trade in Service Forums, conferences from other countries hosts
12. Global MICE conference;

Provincial programs:

1. Machinery match marking forum from provincial governments;
2. Purchasing groups signing forum from provincial governments;

24/7 Online showroom:

Exhibitors can join the on-line showroom platform and subscribing off-line 24/7 showroom if you want to display products on-line before the exposition or exhibit product off-line after exposition. For more information about condition and benefits, will be given by organizer as soon as possible.

E-commerce platforms direct selling:

To have direct corporation with the global E-commerce platforms, e.g. Alibaba, Tmall, Jingdong Mall, NetEase Kaola, Little Red Book, to distribute products through these platforms over the world.
Advantage to join CIIE:

1. 7 sectors in 8 halls, you will visit 8 professional exhibition at one time;
2. We focus on sectors of Agricultural &FB’, ‘Science & Tech’, ‘Health care & medical treatment’, ‘Creative & Quality Life’ and ‘Trade in service’
3. Reaching 1.3 billion consumption population;
4. Developing international corporation on R&D;
5. Joining the biggest match-making conference for direct trade;
6. Found matched dealer, partner, investor before exposition start via on-line system;
7. To join the global sharing economy;
8. Launching new products; boost commercial activities for less-known products;
9. Starting E-Commerce
10. Easy access to Chinese market (green Custom Channel; express inspection & certification channel; express logistic channel, beneficial financial support from finance system; etc.)
11. Organizing your own roadshow;
12. To join more than 100 high-end forums, conference at one time;
13. Meeting with internationals;
14. Opportunities to display products/companies branding at the on-line platform;
15. Opportunities to show products in long term at the perennial showroom;
16. Gaining direct investment policies and supports in China

GIA For Your International Business Escort

1. Business visit in the city of Shanghai, Nanjing, Jinan or Xia’men;
2. Joining in the corporate pavilion with the group;
3. Assistance on managing registration, preparation (VISA, Flight and Hotel), activities during the trade mission;
4. Following up after the trade mission
5. Free entry pass for supporting programs inside and outside of the exposition;
6. On-line and off-line marketing promotion for your company, branding, products or project;
7. Express way on Custom, Inspection and shipment;
8. Possibility to apply subsidy
GIA Trade & Exhibition Centre (GIA) is fully owned and operated by JSI Holdings. GIA centre has 35,000m² and divides in 3 floors in the Hauge, the Netherlands. GIA is the authorized partner of CIIE in the Netherlands. We offer trade mission program and offer supporting services to facilitate your trade and investment activities to Global markets.

Dutch partner website (www.ciie.nl)  
call the booking hotline: +31(0)70 8209190  
Send request to: info@ciie.nl  
Visit our Office  
GIA Trade & Exhibition Centre  
De Werf 11, 2544EH, Den Haag